

EXHIBIT 21

**STATEMENT OF OFFICE OF ILLINOIS GOVERNOR JIM EDGAR
IN SUPPORT OF LOW POWER CHANNEL 23 PROGRAMMING**

11/19/96

11:13



STATE OF ILLINOIS
OFFICE OF THE GOVERNOR
 CHICAGO 60601

JIM EDGAR
 GOVERNOR

November 19, 1996

Post-it Fax Note	7671	Date 11-19	# of pages 1
To: BELAN LIVE BOICE	From: HOWARD SHAPIRO		
Co/Dept.	Co.		
Phone #	Phone # 312-705-2401		
Fax #	Fax # " " - 2693		

To Whom it May Concern:

As the Governor's Assistant for Ethnic Affairs/Media, I work with over 50 distinct ethnic groups. I strongly support the efforts of WFMT-TV, Channel 23 in Chicago. Channel 23 television station in the Chicago area services the multi-cultural communities with local programming which provides local, national, and international news, in addition to children's programming, panel discussions, public affairs, variety, music, etc. in native languages.

Channel 23 has helped the ethnic communities by announcing important events which deal with scholarship grants, awards to significant community leaders and vital educational information.

The day to day needs of these ethnic communities are accommodated by the services this station has provided for the past several years. It is incumbent upon the governing agencies to protect the special services that most media do not provide. Channel 23 provides programming that is vital to these ethnic communities in preserving their cultures and traditions.

Sincerely,

Pat Michalski
 Assistant to the Governor
 Ethnic Affairs

EXHIBIT 22

INFORMATION ABOUT *THE HOMEWORK SHOW*





SPECIAL

Contact: Stephen Hermann

Phone: (312) 705-2651

Fax: (312) 705-2659

Date: October 21, 1996

FOR IMMEDIATE RELEASE:

“‘The Homework Show’ Helps Chicagoland Students Find Solutions to Problems ”

Chicago- WFBT-TV, Channel 23 is offering a helping hand to Chicagoland students by creating a LIVE half-hour call-in program aimed at helping fourth through eighth grade students with their homework problems.

“The Homework Show” is set to start today, Monday, October 21st and will air weekdays at 3:30pm.

“The Homework Show” and WFBT-TV, Channel 23 will be working closely with the Chicago Public Schools and will be guided by their curriculum, focusing the program in areas where students need the most help.

“The program will be an aide to students and not just a question and answer session,” says Dave Ward programming manager, “Informative prepackaged and celebrity guest segments will keep the students interested and the live, call-in segments will educate.” Chicago Bulls legend, Norm Van Lier is the show’s first celebrity guest with more being booked everyday.

George Blaise, WCIU’s current on-air children’s programming personality, will serve as the host of “The Homework Show”. Licensed Chicago teachers will be co-hosting and answering all calls and questions. Each day a specific subject will be covered. Math, Science, Social Studies, Writing, and Language Arts are the specific topics selected by the Chicago Board of Education and “The Homework Show.”

WFBT-TV has recently been picked up by Prime Cable and “The Homework Show” can be found on channel 53 in Chicago. Tune in because, If you’ve got the Q’s “The Homework Show” will give you the A’s. If you would like more information please feel free to call Stephen Hermann at (312) 705-2651.

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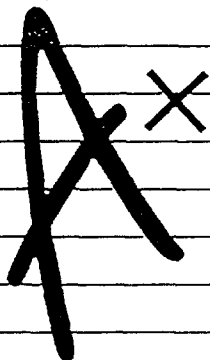
The Homework Show



Premiering with



"The Homework Edition" on WCIU-TV 26



A joint venture between
Weigel Broadcasting
and the
Chicago Board of Education
Homework Program

Families play a vital role in educating America's children. What happens in families is more important to student success than whether they are rich or poor, whether their parents have finished high school or not, or whether children are in elementary, middle or high school.

The U.S. Congress recently added to an initial list of six National Education Goals another goal that states:

Every school will promote partnerships that will increase parental involvement and participation in promoting the social, emotional, and academic growth of children.

The Chicago School Reform Board of Trustees recently adopted a homework policy for all 553 schools in the system. The policy is aimed at making the successful completion of homework a daily part of a student's learning. This is just one of the many new initiatives designed to improve the academic performance of the 420,000 students who attend public schools in the city.

The Chicago Board of Education has chosen television, the dominant pop culture influence on young people, to deliver the message on WCIU-26 and WFBT-23. Weigel Broadcasting, through its two Chicago Television stations has made a significant and meaningful commitment to merging the influence of television with the need to emphasize and improve the education of our children.

On September 22nd, WCIU-26 will introduce a special half hour educational collaboration, @Random - *the homework edition* which will explain the new homework policy and build the framework for healthy study habits. Together with the support of the Chicago Board of Education and its teaching staff, we will launch the second phase of this commitment. In October, **"The Homework Show"** will be a daily interactive homework program on WFBT, Channel 23.

We are asking you to join us in this ground breaking effort.

Chicago Sun-Times

35¢

Chicago/Southwest
Mid-Week Edition

WARMER Pages 2, 46

THURSDAY, JUNE 27, 1996

Sports Final

NEWS



**Must go!
Sears selling
its art**

Page 4

Buss guilty in murder of boy; Page 10

SPORTS



**Bulls pick
UConn center
Travis Knight**

Back Page

Tuition soars at state universities; Page 6

**WIN
CUBS
TICKETS!**

Page 57

Mandatory homework



City schools to start requiring assignments for all grade levels

BY JORGE OCLANDER
AND LEON PITT
Staff Writers

The Chicago Board of Education Wednesday unanimously approved daily homework ranging from 15 minutes for kindergartners to 2 1/2 hours for high school seniors.

The new policy, which takes effect in fall, requires teachers to integrate homework assignments into their lesson plans and parents to monitor homework completion.

"It's part of this board's back-to-the-basics philosophy," said Board

got to be good. You need all the education you can get."

And Jamail Williams, 17, who said he flunked several grades and just got out of Kilmer Elementary School, said mandatory homework is "straight on."

"I like the idea," he said.

Among the big three school systems in the country—Chicago, Los Angeles and New York—only New York has a homework policy, said Bloudeau Davis, the Chicago schools' deputy chief education officer.

"Their requirement is less stringent than ours," Davis said. She said



Board of Education

CITY OF CHICAGO

1819 WEST PERSHING ROAD

CHICAGO, ILLINOIS 60609

TELEPHONE (312) 535-3730

OFFICE OF THE BOARD

July 24, 1996

Mr. Neal Sabin
Vice President/General Manager
WCIU-TV Chicago
26 North Halsted Street
Chicago, Illinois 60661

Dear Neal:

As you know, the Chicago School Reform Board of Trustees recently adopted a homework policy for all 553 schools in the system. The policy is aimed at making the successful completion of homework a daily part of a student's learning. This is just one of the many new initiatives designed to improve the academic performance of the 420,000 students who attend public schools in the city.

In order for the homework program to be successful, we must make certain that teachers, students and parents all understand what will be expected this fall. To that end, we are delighted that WCIU-TV has graciously stepped forward to help the Chicago Public Schools spread the word.

We look forward to working with your production staff in creating a special edition of your program "@ Random," featuring your "Crew at the U" as hosts. The lively format of your program will help generate interest in the new homework policy and make sure that both students and parents watch the program. In addition, we will work with you to make sure that copies of the program are widely distributed after it airs on Channel 26.

Preliminary meetings have already begun, and we will be anxious to see the finished product in September. Thanks again for your involvement, and we are ready to move forward with your staff.

Sincerely,

A handwritten signature in black ink that reads "Bill Utter".

Bill Utter
General Manager
CPS TV

BU:km

The Homework Show



In October, Weigel Broadcasting will debut an interactive weekday program at 3:30pm on WFBT-Channel 23, WCIU's low power sister station entitled *"The Homework Show"*. Produced with the co-operation of the Chicago Public Schools, each program will allow for students at all educational levels to participate posing their homework questions to teachers from the Chicago School District in a live call-in format. *"The Homework Show"* promises to be a positive reinforcement of the school system's mandatory homework requirement in an entertaining and helpful manner. The program content will target upper elementary school, ages 9 through 14, grades 4 through 8.

Wednesday, July 3, 1996

Channel 26 creates kids magazine show



ROBERT
FEDER

What Chicago television needs—among other things—is a really good magazine show for kids.

And that's just what WCIU-Channel 26 has created.

The result is “@ Random” (computer-style lingo for “At Random”), a promising pilot for an educational/entertainment magazine program geared to children 6 to 12 years old.

The show airs at 2 p.m. on July 21 and again at 4:30 p.m. on Aug. 7. (To meet the deadline for Chicago Emmy Award con-

sideration, Channel 26 first aired the pilot without fanfare last May.)

It's a first-class effort, featuring original music, state-of-the-art graphics and fast-paced editing—all produced with a limited budget in house at Channel 26's West Loop studios.

Segments on the pilot include a behind-the-scenes look at how actors stage fight scenes, a piece on an 8-year-old girl's eraser collection, a profile of a local spray-can artist and a tongue-in-cheek primer on demolishing buildings. The closest it came to hype was an interview with the voices behind “Pinky and the Brain,” a WB cartoon series that airs on Channel 26.

Hosts of the show are “The Crew on the U,” six attractive and energetic young people whose antics are featured during Channel 26's children's shows.

Also appearing throughout the pilot is Rich Koz, best known as Channel 26's “Svengoolie.” Here he plays fictional '50s television host Hugh A. Cheff, who issues dire warnings and disclaimers to kids.

Neal Sabin, vice president and general manager of Channel 26, said he hopes to attract an underwriter or syndicator to fund production on a weekly basis.

Tuesday, August 6, 1996

Channel 26 to teach kids about homework



ROBERT
FEDER

WCIU-Channel 26 is about to mix television and homework with the blessings of the Chicago Board of Education.

To help explain and promote the new mandatory homework policy for all 553 Chicago public schools, Channel 26 is producing a special edition of its magazine show “@ Random.”

Geared to students and their parents, the homework special will be hosted by Channel 26's “Crew on the U” and will air several times in September.

Copies of the program also will be distributed through libraries and perhaps through retail outlets.

Since educators complain that children spend too much time watching television, the irony of a show produced in cooperation with the Board of Education is obvious. “I'm sure there'll be a message in there about turning off the TV,” said Neal Sabin, vice president and general manager of Channel 26.

Sabin said plans also are in the works to launch “The Homework Show,” a half-hour program at 3:30 p.m. weekdays, on Channel 26's low-power sister station, WFBT-Channel 23.

The live call-in show, starting in late September, will invite students to put questions about their homework assignments to Chicago school teachers.

Howard Stern makes headway in ratings



On second thought, maybe Howard Stern didn't do so badly after all.

Arbitron ratings released last week showed Stern's New York-based syndicated morning show tied for 17th place overall with a 2.3 percent audience share on WCKG-FM (105.9).

Even in the big-money group of listeners between the ages of 25 and 54, the shock jock ranked 10th with only a 3.6 share.

No great shakes.

But on closer inspection, the Arbitron figures add up to much better news for Stern: Among men between 18 and 34, the self-proclaimed "King of All Media" lifted WCKG from 11th place with a 2.7 share during spring to a tie for third place with a 6.7 share in summer.

What's more, among men between 25 and 34, he boosted the classic rock station from a tie for 11th with a 3.0 share to second place with an 8.4 share.

Considering that Stern has been bounced around four stations in Chicago since 1993—and that he didn't even sign on at WCKG until four weeks into the 12-week summer survey period—his initial showing is all the more remarkable.

Although Stern has targeted Mancow Muller of WRGX-FM (103.5) as his principal adversary, Muller continued to rank first in young male demographics—by wider margins than ever.

Tuning in: Channel 9 pulls Bulls

■ WGN-Channel 9, which used to pride itself on being a cable superstation, may be looking a little less super. The Tribune-owned station is expected to announce that it is dropping one of its biggest audience draws—Bulls basketball broadcasts—from its satellite feed. The move is related to its ongoing legal dispute with the NBA over television rights.

Much to the chagrin of staffers who enjoyed the additional nationwide exposure, Channel 9 recently pulled its morning newscast from the satellite as well. In its place are cartoons and sitcom reruns.

■ "Kiddie A-Go-Go," a popular dance show for pre-teens in the 1960s, may be going back into production for airing on WCIU-Channel 26, starting early next year. A local investment group also hopes to package the show for national syndication.

■ "The Homework Show," a live, half-hour call-in show geared to helping students in fourth through eighth grades with their homework problems, debuts today on low-power WFBT-Channel 23 and Prime Cable Channel 53 in Chicago. The show, produced in cooperation with the Chicago public schools, airs at 3:30 p.m. Monday through Friday.

Shock jocks facing new FCC crackdown



Just when they may have thought the coast was clear, shock jocks like Howard Stern and Mancow Muller could be hearing from the Federal Communications Commission.

A backlog of 90 complaints for alleged broadcast indecency has accumulated at the FCC since last fall. Among them are beefs against Stern, whose New York-based syndicated morning show airs on WCKG-FM (105.9), and Muller, whose morning show airs on WRGX-FM (103.5).

After practically ignoring the matter for more than a year, the commission is reported to be preparing for a new crackdown on violations of its indecency rules. "We are making an effort to deal with [the complaints] at this moment," one FCC official told Broadcasting & Cable magazine.

What worries broadcasters about the FCC's timing is the pending merger of Stern's employer, Infinity Broadcasting Corp., with Westinghouse Electric Corp., and the pending acquisition of new stations by Muller's employer, Evergreen Media Corp. Such transactions, which require FCC approval, could be held up by indecency citations.

Complaints about Stern include a rant against Muller and Evergreen in which Stern graphically described how he wants to defile Muller and Muller's late father. Muller was targeted by an anonymous listener for a prank call to an adult bookstore.

Muller said he was unaware of any FCC complaints involving him. Stern was not available for comment.

Infinity paid \$1.7 million in 1995 to settle the FCC's previous list of indecency citations against Stern.

Tuning in: 'Steve Harvey' picked up

■ Steve Harvey, whose ratings as morning star at WGCI-FM (107.5) continue to rise, just got more good news: His WB network sitcom has been picked up for the full season with an order for nine more episodes. In Chicago, "The Steve Harvey Show" airs at 7:30 p.m. Sundays on WGN-Channel 9. While working on his sitcom in Los Angeles, Harvey beams his WGCI radio show back to Chicago via satellite.

■ Correction: "The Homework Show," low-power WFBT-Channel 23's call-in show geared to helping students with their homework problems, debuts next week—not this week, as reported here Monday. It will air at 3:30 p.m. weekdays.

Friday, October 11, 1996

CPS-backed homework show debuts

by Vladimir Herard

Grade-schoolers may soon get a helping hand with their homework via a local television show that will cover the basics of education set to premiere this month, programming coordinators said Thursday.

In response to the latest developments in the city public school system, WFBS-TV, 23, a regular access television outlet, will start a live half-hour call-in program Monday, Oct. 21 for students struggling with their studies.

Called "The Homework Show," the presentation will air weekdays at 3:30 p.m. Teachers and show hosts from WCIU-TV network will take calls and

give answers to questions on math, science, social studies, writing and language arts—subjects handpicked by the Board of Education.

"The first hurdle is to get kids to call in," said promoter Stephen Hermann. "This is going to be pretty high-tech. There will be a lot of celebrity guests."

Previews of the show take place from 4:30 p.m. to 6:30 p.m. next Tuesday at the television station, 26 N. Halsted St. Adrian Beverly, administrator for the office of schools and regions with the school board, will appear with staff.

"There will be much input from principals and administrators to guide us in topics to be selected," Hermann said.

"We have a line of teachers to help us out. The Chicago Public Schools will be putting up posters to direct students."

He added that programmers will focus on a specific subject at each showing. "There will be a topic of the day," Hermann said.

"We've got a whole curriculum for the year. We will pre-screen calls for that particular subject. If a math question pops up on science day, we will tell the caller to ask it on math day."

In the future, he said, the station may develop a telephone hotline for questions on all subjects.

"I'm sure we'll have other phone numbers and helplines," Hermann said.

OUR PARTNERSHIP...

With the support of the Chicago School Board and your support, our efforts to promote partnerships that will increase parental involvement and participation in promoting social, emotional, and academic growth of children will not go unnoticed. To borrow the theme of our partner in this project, the Chicago Public Schools... "Our Children, Our Future."

23
WFBT-TV

SPECIAL

23

WFBT-TV

Chicago

Television Station

EXHIBIT 23

**STATEMENT OF GERY CHICO, PRESIDENT
CHICAGO BOARD OF EDUCATION
IN SUPPORT OF THE VALUE OF *THE HOMEWORK SHOW***



Board of Education

CITY OF CHICAGO

1819 WEST PERSHING ROAD
CHICAGO, ILLINOIS 60609

TELEPHONE (312) 535-3730
FAX (312) 535-3720
OFFICE OF THE BOARD

GERY J. CHICO
President

TRUSTEES

NORMAN R. BOBINS
DR. TARIQ BUTT
SHARON GIST GILLIAM
GENE R. SAFFOLD

November 20, 1996

Mr. Norman Shapiro
President
Weigel Broadcasting Co.
26 N. Halsted St.
Chicago, IL 60661

Dear Mr. Shapiro:

One of the many new initiatives undertaken by the Chicago School Reform Board has been the mandatory homework policy. As part of our return to the fundamentals of education, we are emphasizing homework as a critical part of learning.

In helping communicate this new policy, Weigel Broadcasting Co. has been an invaluable partner, both on WCIU, Channel 26, and sister station WFBT, Channel 23. Your special broadcast of "The Homework Special" on WCIU was well received by students and teachers. Today, your daily "Homework Show" on WFBT is a continuing indication of your company's commitment to education. This call-in show, where students can interact with teachers live on the air, is an excellent use of low-power television stations such as WFBT. I hope the program continues to grow.

Thank you for your efforts in helping improve the education of the 420,000 students who are part of the Chicago Public Schools.

Sincerely,

Gery J. Chico
Gery J. Chico

GJC:wu

EXHIBIT 24

PROGRAM SCHEDULE OF LOW POWER CHANNEL 65, MILWAUKEE

	MON	TUE	WED	THU	FRI	SAT	SUN	
5:00AM	<i>The Bradshaw Difference</i>							5:00AM
5:30AM								5:30AM
6:00AM	Shepherd's Chapel							6:00AM
6:30AM							Ukrainian Melody Hour	6:30AM
7:00AM	Bharat Darshan					Lithuanian Digest	PAID	7:00AM
7:30AM	TV Patrol (Filipino News)						Open Your Bible	7:30AM
8:00AM	PAID					Bob Izumi	Romanian Christian TV	8:00AM
8:30AM	Stock Market Observer					Outdoor Gazette		8:30AM
9:00AM						Country Countdown	Robert Schuller	9:00AM
9:30AM							Hour of Power	9:30AM
10:00AM						WWF Challenge	Garden of Eden	10:00AM
10:30AM								10:30AM
11:00AM						Meltdown	Paid	11:00AM
11:30AM							Greek Living 100%	11:30AM
12:00PM						Ukrainian Melody Hour	National Greek TV	12:00PM
12:30PM						Mi Quebradita		12:30PM
1:00PM							Chinese Spotlight	1:00PM
1:30PM						Croatian Perspective		1:30PM
2:00PM								2:00PM
2:30PM						Assyrians on the Move		2:30PM
3:00PM						Philippine Reports TV	RTV Chicago	3:00PM
3:30PM	Homework Show							3:30PM
4:00PM	UTN Arabic Programming					Kontakt		4:00PM
4:30PM								4:30PM
5:00PM						Philadelphia Romanian	Grecian Spotlight	5:00PM
5:30PM	Grecian Spotlight					Church of God		5:30PM
6:00PM	Chicago China TV					Gospel '96	PAID	6:00PM
6:30PM							Holy Way Hour	6:30PM
7:00PM	Polvision							7:00PM
7:30PM							Ever Increasing Faith	7:30PM
8:00PM	Bharat Darshan							8:00PM
8:30PM						PAID	Believer's Walk of Faith	8:30PM
9:00PM	Korean Cable TV					Korean TV	PAID	9:00PM
9:30PM							Open Your Bible	9:30PM
10:00PM						Ever Increasing Faith	Women in Rock	10:00PM
10:30PM								10:30PM
11:00PM	Shepherd's Chapel					TMZ Countdown	Taipei News	11:00PM
11:30PM							PAID	11:30PM
12:00AM						Power Mixx USA	Late Movie	12:00AM
12:30AM								12:30AM
1:00AM						SIGN OFF		1:00AM
1:30AM								1:30AM
2:00AM							SIGN OFF	2:00AM
2:30AM								2:30AM
3:00AM	SIGN OFF							3:00AM

EXHIBIT 25

STATEMENTS IN SUPPORT OF LOW POWER CHANNEL 65 PROGRAMMING

11/19/96

15:48

MAYORS OFFICE + 913127052620

John O. Norquist
Mayor

Milwaukee
150
1846 1996



November 19, 1996

Mr. Peter Zomaya
Vice President/ General Sales Manager
Weigel Broadcasting Co.
26 North Halsted Street
Chicago, Illinois 60661

by fax 312-705-2620

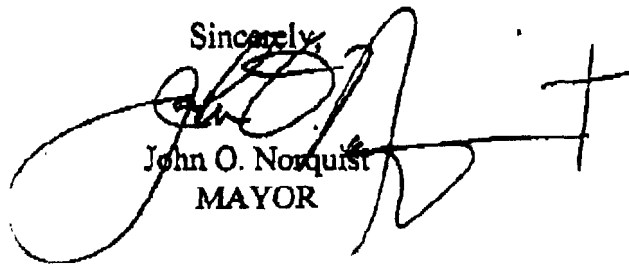
Dear Mr. Zomaya:

Weigel Broadcasting Company's Channel 65 serves the Milwaukee area with programming that is not available on any other broadcast station.

The unique shows seen on Channel 65 are well received by Milwaukee's diverse ethnic groups, and your programming efforts are appreciated by the entire city.

As Weigel Broadcasting's operations grow in Milwaukee, I look forward to even more programming that is valued by the people of this city.

Sincerely,


John O. Norquist
MAYOR

Office of the Mayor
City Hall
200 East Wells Street
Milwaukee,
Wisconsin
53202
(414) 286-2200

Post-it Fax Note	7671	Date	11-19	# of pages	1
To	DEAN DEBOLLE	From	HOWARD SHAPIRO		
Co/Dept		Co			
Phone #		Phone #	312-705-2601		
Fax #		Fax #	312-705-2620		

11-18-96 12:51PM

70 313127052620

P002/002

GERALD D. KLECZKA
4TH DISTRICT, WISCONSIN

WAYS AND MEANS COMMITTEE
HEALTH SUBCOMMITTEE



Congress of the United States
House of Representatives
November 18, 1996

2001 MAYMORN BUILDING
WASHINGTON, DC 20515-4804
(202) 225-4677

6022 WEST FOREST HOME AVENUE
MILWAUKEE, WI 53219-4600
(414) 287-1140

414 WEST MORELAND BOULEVARD
SUITE 105
WALKESSA, WI 53188-2441
(414) 549-6300

Mr. Peter Zomaya
Vice Pres. & General Sales Manager
Weigel Broadcasting Company
26 N Halsted Street
Chicago, Illinois 60661

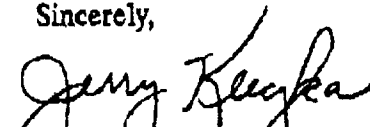
Dear Mr. Zomaya:

I am writing regarding television programming on Channel 65 in Milwaukee, Wisconsin.

As you know, the Weigel Broadcasting Company is the parent company of Channel 65. Channel 65's multi-cultural and religious programming provides an important service to the community by providing a variety of viewing choices, including Polish, Hispanic, Eastern Indian, Asian and African American programming. Milwaukee is well served by the station's efforts to provide programming which meets the needs of diverse ethnic groups.

Much of Channel 65's programming is unique to the Milwaukee area. Without Channel 65, many area ethnic and religious groups would be left with limited viewing choices. Milwaukee is proud of its rich ethnic and religious diversity. I support the continuation of broadcasting sensitive to the needs of our multi-cultural community.

Sincerely,


JERRY KLECZKA
Member of Congress

GDK/sk



Department of City Development

Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission

Michael L. Morgan
Commissioner

Patrick G. Walsh
Deputy Commissioner

File Reference:

DCD:MLM

November 14, 1996

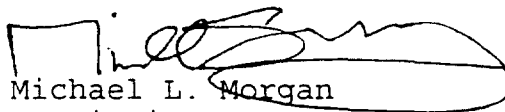
Peter Zomaya
Vice President
General Sales Manager
Weigel Broadcasting Co.
26 N. Halsted Street
Chicago, IL 60661

Dear Mr. Zomaya:

I am writing in response to your request for information regarding the public service offered by Channel 65 to the Milwaukee community.

Channel 65 offers a variety of foreign language programming that is appealing to many local ethnic groups. This is especially appropriate in Milwaukee, a city that prides itself on the diversity of its people.

Sincerely,


Michael L. Morgan
Commissioner

SBC SUPER BROADCASTING COMPANY, INC.

Super Broadcasting Company, Inc.
4332 West Emerson Street,
Skokie, IL 60076

12 November, 1996

Peter Zomaya
W65BT-Channel 65
26 North Halsted
Chicago, IL 60661

Dear Mr. Zomaya,

For the 20,000 members of the Indo-Pak community in Milwaukee, Super Broadcasting Company, Inc. (SBC) provides a service that is both unique and vital to a cluster of cultures equally unique. The viewers of SBC programming come from regions as varied as Pakistan, India, Sri Lanka, and Bangladesh. As President of SBC, and producer of Bharat Darshan (India View), which airs on W65BT-Channel 65 from 8:00 p.m. to 9:00 p.m. on weekdays, I would like to take this opportunity to persuade you of the importance of SBC in Milwaukee.

It would not be far off the mark to claim that SBC is quite the 'pulse' of Milwaukee's Indo-Pak community. Since 1985, SBC has been a full-time operation working to provide programming tailored to meet the needs of a large and varied community. Viewers of Bharat Darshan speak languages as different as Gujarati and Urdu; practice religions as philosophically far apart as Buddhism and Islam. In spite of all the differences, however, SBC viewers share one all-important reference point -- the Indian subcontinent. This common reference point provides the basis for a shared cultural heritage; a heritage that depends on a unifying communications medium for its continued growth and development.

Bharat Darshan provides an excellent forum for important announcements and advertising that would otherwise be unavailable to the Indo-Pak community by virtue of the specialized nature of the messages. The daily "Community Calendar" features a listing of upcoming events and important public service announcements. Attached you will find a few examples of these announcements. Approximately 80% of SBC's programming is locally produced (the remaining 20% is preproduced news and entertainment from India). Within this locally produced programming, about 25% is entertainment, 25% news, and 50% community related. Programs included in Bharat Darshan are "India this Week," "Tinsel Talk," "Dateline News," "Talk Show," "Variety," "Children's Video Digest," and "Community Health." Through news, talk shows, and interviews, community leaders such as Dr. Bharat H. Barai (President, Federation of India Association, Chicago), and organizations such as Apna Ghar (Our Home), which provide multi-lingual support services to crisis-ridden Asian families and women and children in need of shelter from situations of domestic abuse, and IDS (India Development Service), a non-profit and non-political organization committed to raising public awareness regarding various social and economic issues, are able to reach their target audience within the community. On the lighter side, children's programming, such as the "Hanste Khelte" (Laughing Playing) episode of the "Children's Video Digest" provide a fun way reach and teach children ten and under about Santa Claus and the magic of Christmas. The Indo-Pak

847
4332 WEST EMERSON STREET, SKOKIE, ILLINOIS 60076 (708) 674-2204/0888/0890

~~TOLL FREE 1-800-541-7417~~ FAX: (708) 674-6161

SBC SUPER BROADCASTING COMPANY, INC.

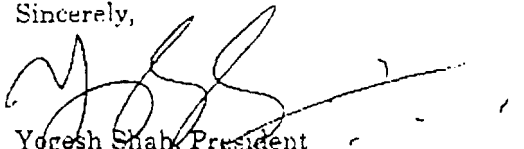
community particularly hurts when it comes to the issue of international news. While the major television networks and stations do, to some extent, cover headlines from other parts of the world, the information provided is too sketchy to satisfy the needs of a community that still maintains very close ties with the Indian subcontinent due to the presence of family, financial interests, etc. **SBC** fills this gap by providing detailed coverage of current events by collecting information from international sources such as the Press Trust of India (PTI) and United News of India (UNI).

Bharat Darshan viewers are primarily multi-lingual, speaking English, Hindi, and another language from the Indian subcontinent. Programming by **SBC** is therefore in either English or Hindi. When, occasionally, program content is not in English, every effort is made for subtitles to be included to make the content accessible to a larger audience. Finally, though geared towards Milwaukee's Indo-Pak population, **SBC** produced programming is not watched by Indians alone. Americans of different ethnicities interested in cultures of the Indian subcontinent are also avid viewers of Bharat Darshan, and frequently call in to inquire about or comment on various episodes.

Before closing, I must reiterate, there is NO other television company providing a service as comprehensive to Milwaukee's Indo-Pak community as Super Broadcasting Company, Inc. In fact, there is no other company in the country that can match **SBC's** contribution to the Indo-Pak segment of the U.S. population. This is not just **SBC's** claim, but a fact well-recognized within the Indo-Pak community; a sentiment expressed in the two awards presented to myself in January 1992 and June 1996 by the Asian Indian Business Council and the India Tribune, respectively, for outstanding service to the community via Super Broadcasting Company, Inc.

I hope this letter will convince you that **SBC** is as important to Milwaukee as its Indo-Pak population. Thank you for your time, consideration, and interest.

Sincerely,


Yogesh Shah, President
Super Broadcasting Company, Inc. (**SBC**)